



AMENDMENTS TO THE SPECIFICATION

Please amend the specification at page 10, last paragraph, as follows:

With reference to **FIGURE 6**, upon first powering up the STB 22, or subsequent reset or if the user desires to change the user profile, the process starts at 625 with the user preparing a profile at 630. This can be accomplished by any suitable process such as selections from a menu, filling out form information, or providing key words, etc. The profile preferably also includes location information (which can be derived from zip code, city and state, or telephone number information in the user profile). The user profile is sent to the EPG server 16 at 635. The user profile is stored at the EPG server 16 in user database 160 until needed at 640.